

Sheridan College

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IVLA Conference 2020 Presentation

Visual Toolkit for Teaching Business

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9-2020

### International Visual Literacy Association Conference 2020 Presentation

Iryna Molodecky

Sheridan College, [iryna.molodecky@sheridancollege.ca](mailto:iryna.molodecky@sheridancollege.ca)

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# HOW **VISUAL**



FACILITATION CAN ENHANCE THE ONLINE  
LEARNING EXPERIENCE FOR BUSINESS STUDENTS

IVLA CONFERENCE 2020  
Presented by Iryna Molodecky



**m**  
IRYNA  
MOLODECKY

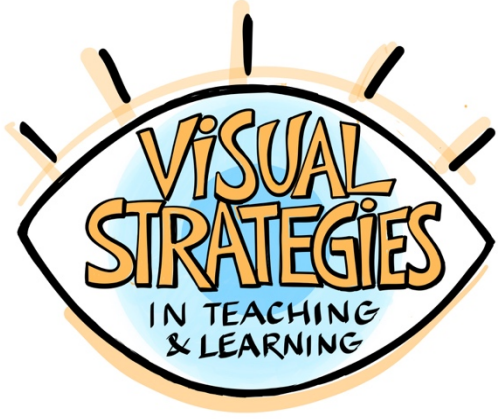


Teaching  
Facilitation  
Art Direction  
Design & Illustration  
Artist



GTA  
Advertising  
Agencies





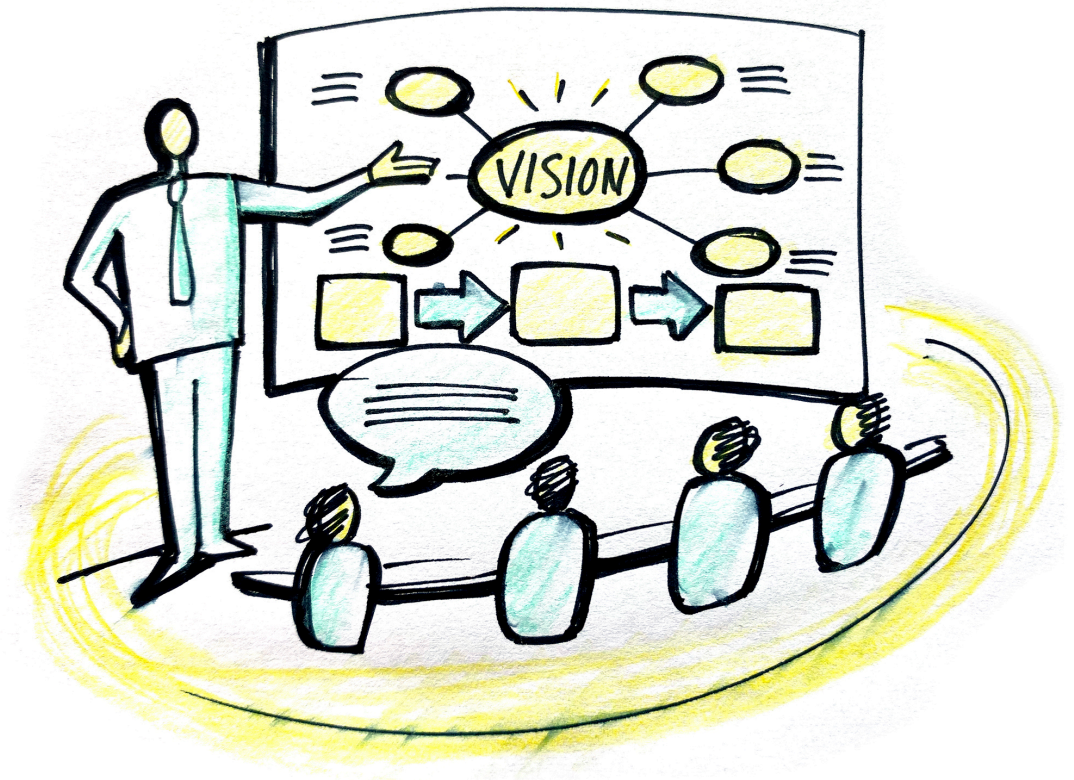
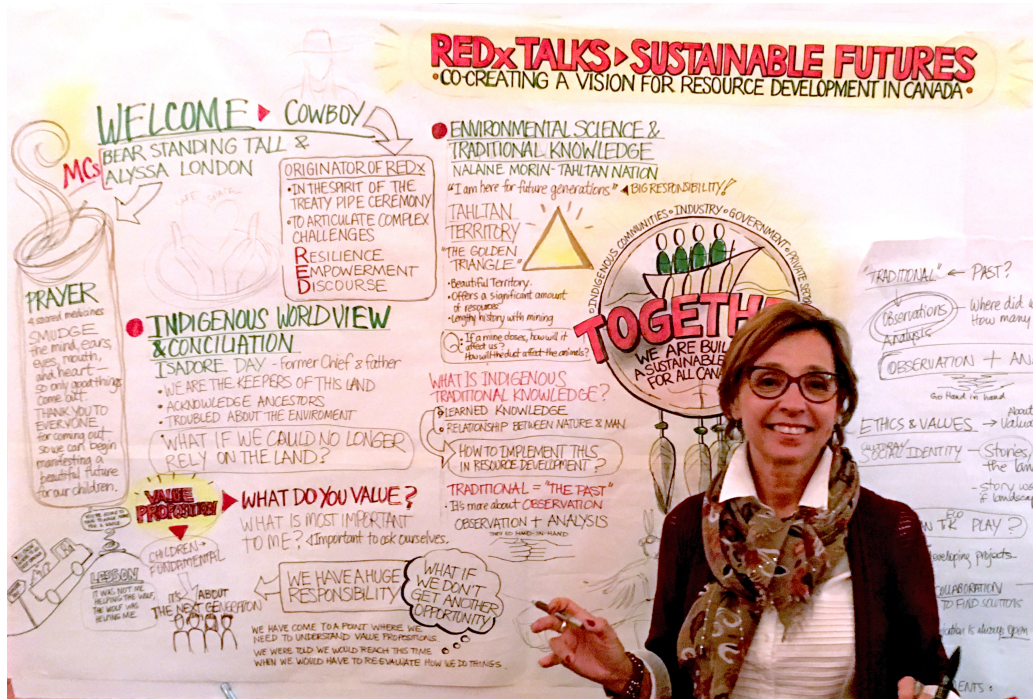
Sheridan | Pilon School  
of Business

# Sabbatical Project

**OBJECTIVE:** To develop a unique **visual language** within Pilon School of Business that aligns with Sheridan's Creative Campus. This includes the design and development of a unique **visual digital toolkit** that covers a variety of strategies incorporating visuals into teaching and learning in order to help **Business students develop critical visual literacy skills.**



Visual Meetings and Visual Tools  
are increasingly becoming part of today's Business landscape.  
How might we reflect this in the way we teach Business?



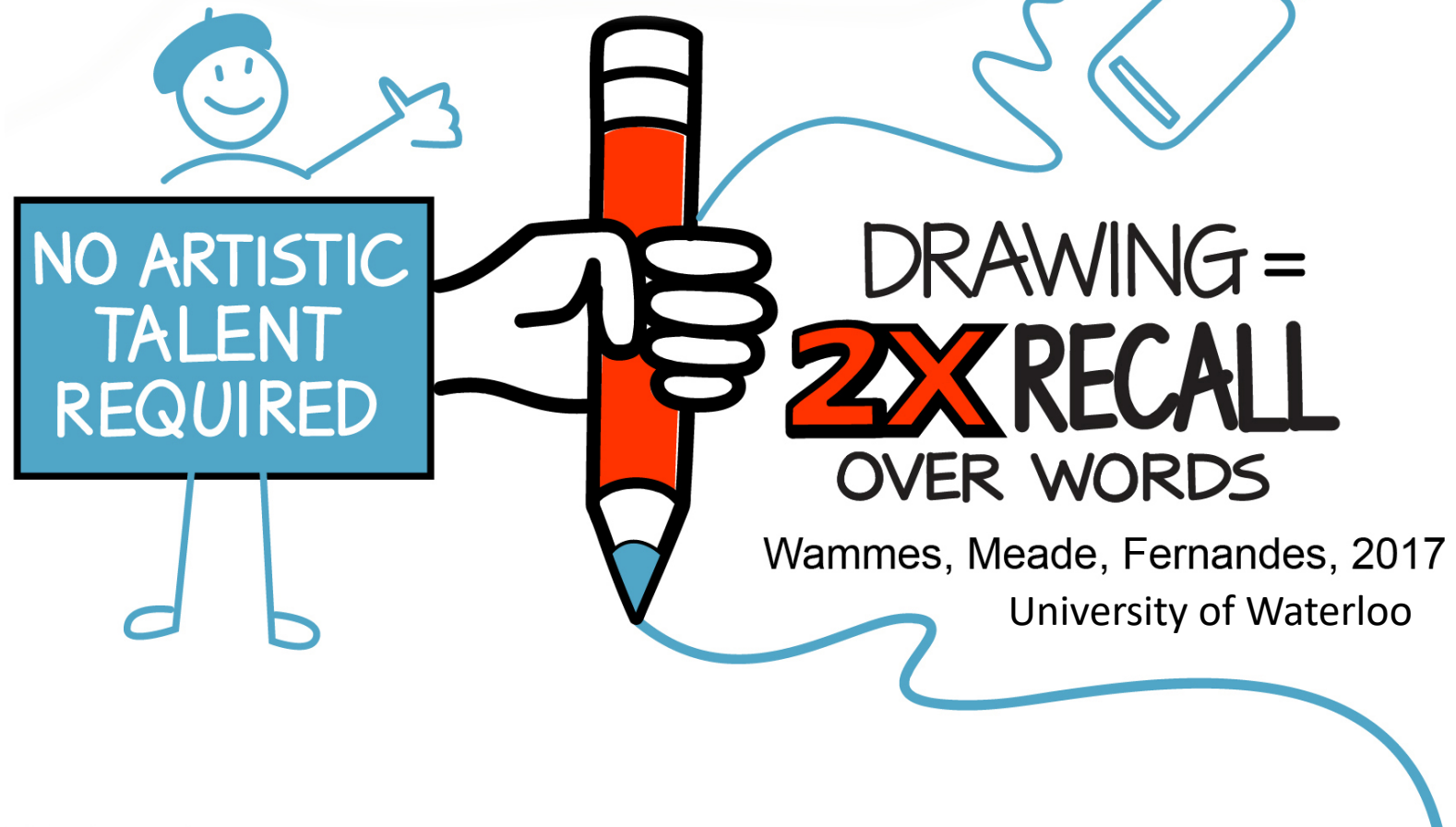


Sheridan | Pilon School  
of Business

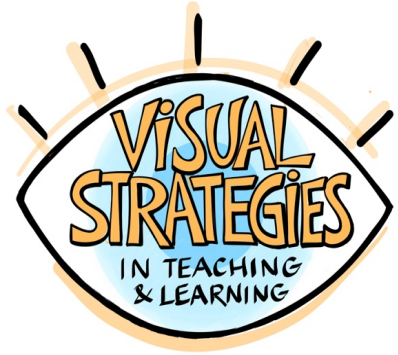
## Sabbatical Research

### Key Finding:

Drawing increases  
recall and retention.



Wammes, Meade, Fernandes, 2017  
University of Waterloo



Sheridan | Pilon School  
of Business

## Sabbatical Research

### Key Finding:

“Pull” of live suggestive drawing engages learners more than “Push” of viewing complete images.







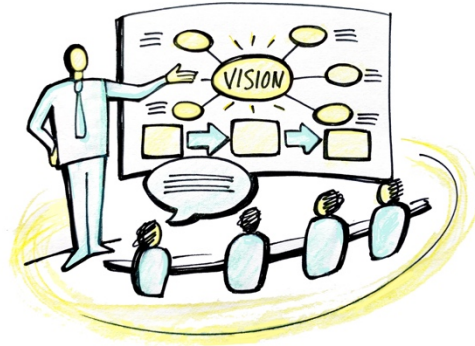
Sheridan | Pilon School  
of Business

# Faculty Survey

- **PURPOSE:** To identify the extent and type of visual teaching strategies currently used by faculty in Sheridan's Pilon School of Business.
- **VISUAL TEACHING AIDS:** All types of aids that makes learning happen through visuals are considered visual aids.
- **VISUALS:** This will refer to photos, drawings, illustrations, graphics, video, film, artifacts, props – any 2D or 3D element that is used to explain or enhance text or verbal communication.

Visuals are becoming increasingly important in today's business settings (for example, meetings that use visual tools for greater effectiveness and productivity).

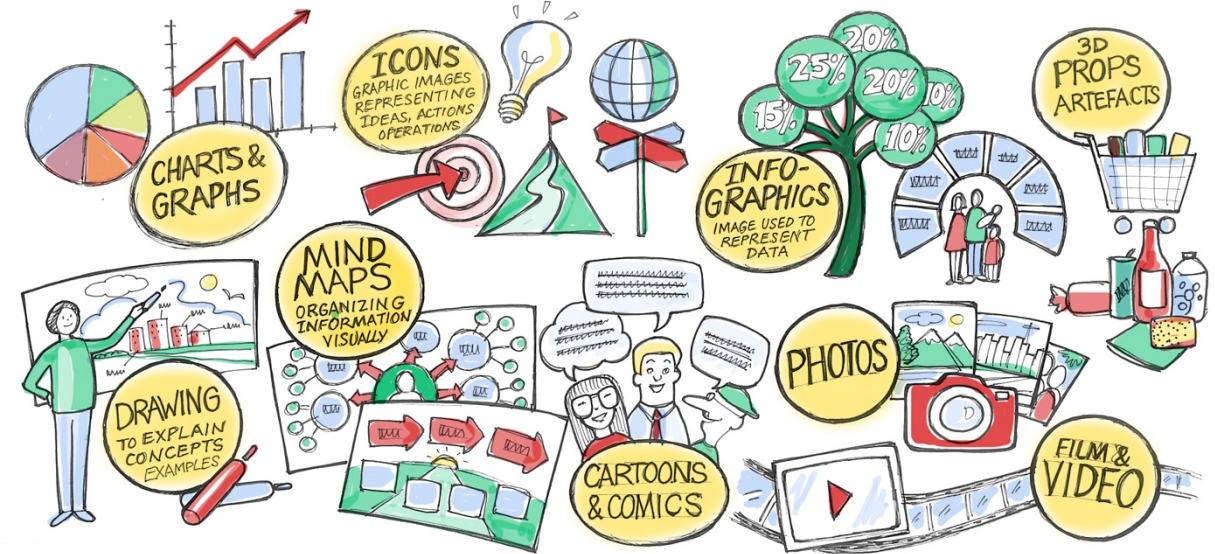
- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree



Teaching visual thinking (processing and communicating information using visuals) is valuable in preparing our students for their future careers in business.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

I use the following types of visuals in my teaching.  
Click on all that apply.

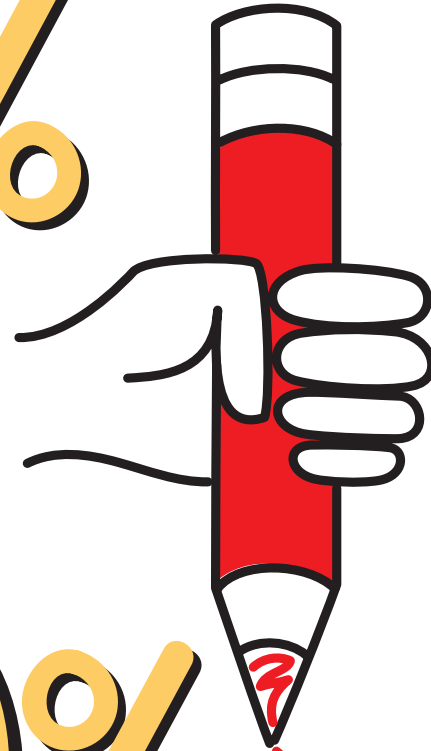


My level of comfort using visual tools in teaching is:  
(1 = no comfort; 10 = very comfortable)

1 2 3 4 5 6 7 8 9 10

85%

AGREE VISUALS  
ARE IMPORTANT IN  
TEACHING BUSINESS



53%

USE VISUALS REGULARLY  
IN TEACHING BUSINESS

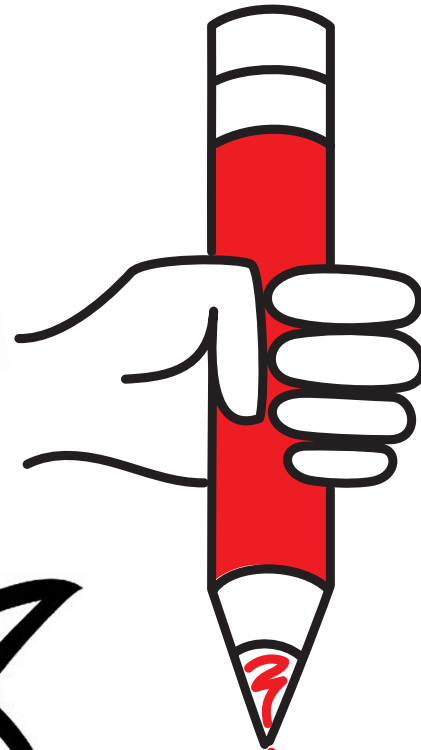
50%

LESS THAN

USE DRAWING AS A TOOL TO EXPLAIN CONCEPTS



I DON'T KNOW  
HOW TO DRAW.  
I'M NOT CREATIVE.

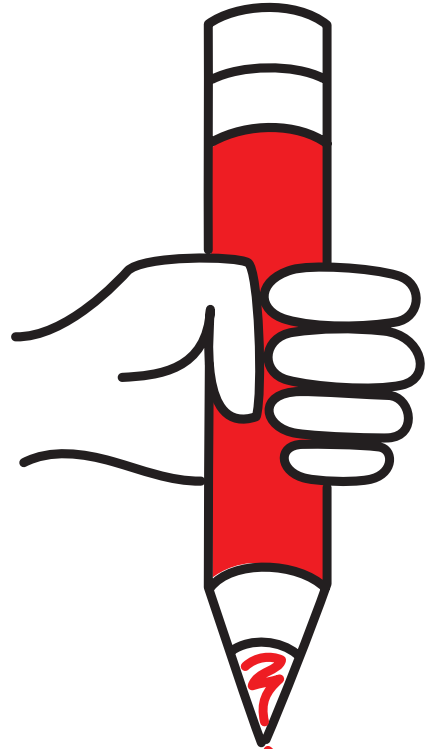


DRAWING TAKES  
TOO MUCH TIME --  
IT'S HARD TO COME  
UP WITH THE RIGHT  
VISUAL ICON.

DRAWING IS  
FOR CHILDREN

Draw a commonly used metaphor in Business

GROWTH



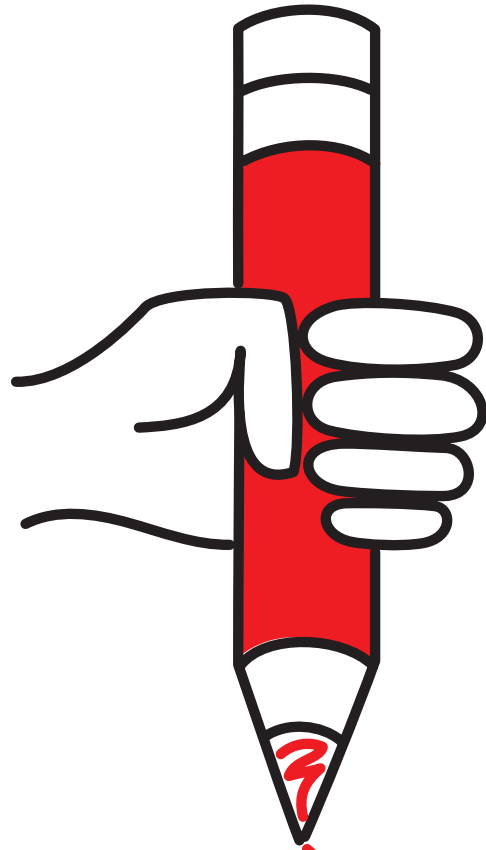
HOW WAS THAT  
EXPERIENCE  
FOR YOU?

PLEASE POST IN CHAT,

# GROWTH



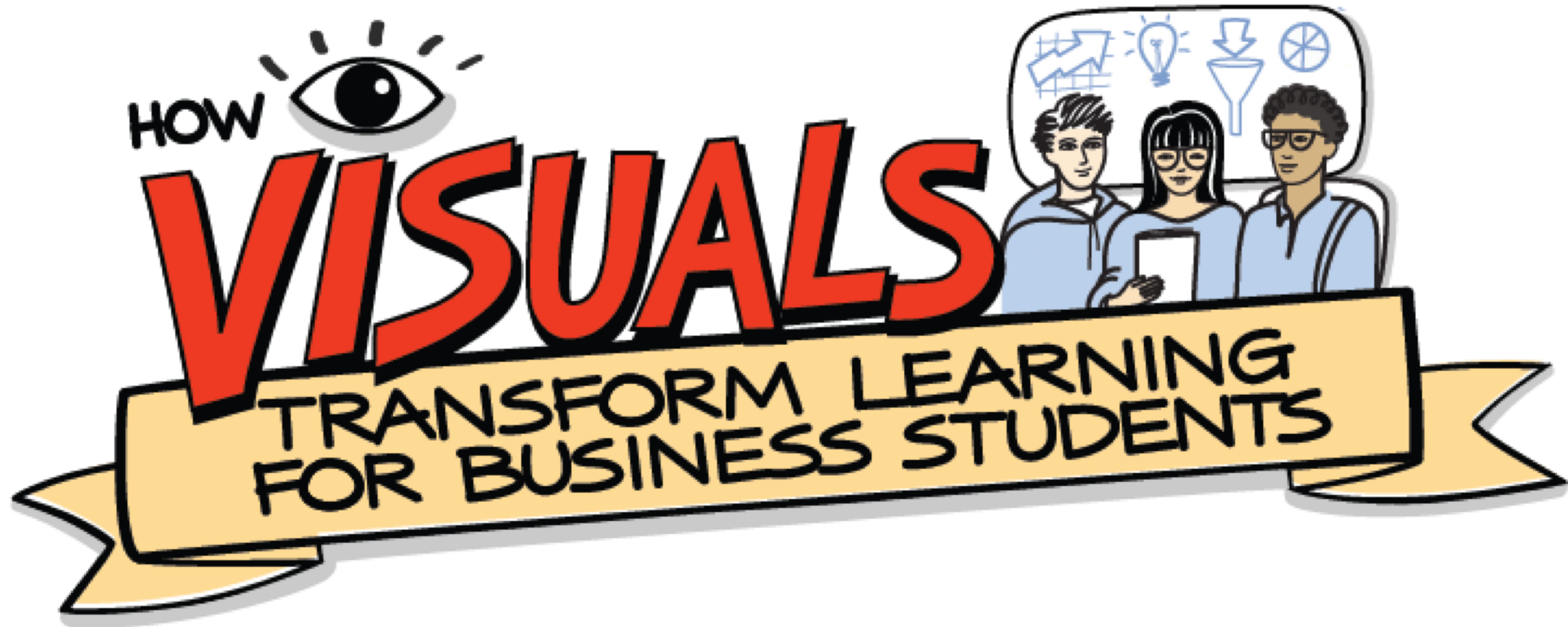
Many ways to draw metaphors for Business.  
Allows for unique individual interpretation.



# TOOLKIT

Strategies for incorporating  
Drawing (Info Doodle) in  
teaching and learning in  
our Business School.



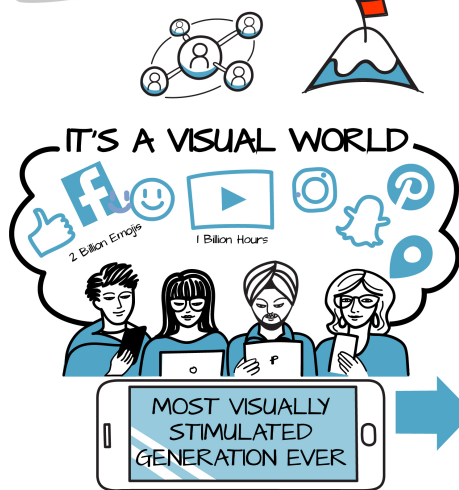


Animated Explainer Video  
and Poster

# HOW VISUALS

## TRANSFORM LEARNING FOR BUSINESS STUDENTS

Changing the way we teach Business



HUMANS ARE VISUAL BEINGS  
We comprehend what we SEE from BIRTH



INCREASES RETENTION OF INFORMATION

VISUAL SYMBOLS & METAPHORS ARE UNIVERSAL



Hello! Hola  
Bonjour  
你好 Ciao  
Birao  
Guten Tag!

An image-driven language-free approach removes barriers with a diverse group of learners and connects with the most number of learners.



34 GB OF DATA  
100,000 WORDS DAILY



PICTURE SUPERIORITY EFFECT

10% WHAT YOU HEAR  
20% WHAT YOU READ  
80% WHAT YOU SEE

DUAL CODING THEORY

Eye + ? = 65% LONG TERM RECALL



"There can be no words without images"  
Aristotle

NO ARTISTIC TALENT REQUIRED

DRAWING = 2X RECALL OVER WORDS

Wammes, Meade, Fernandes, 2017

INCREASES SPEED OF COMMUNICATION

PICTURES ARE CONNECTED TO OUR EMOTIONS

TRANSMITTED 60,000x FASTER THAN WORDS

STUDENTS ARE ACCUSTOMED TO INSTANT CREATION & SHARING OF VISUAL MEDIA

A PICTURE IS WORTH 100 WORDS  
90% VISUAL



VISUALS ACTIVATE THE RIGHT BRAIN  
Big Picture Systems-Thinking

- Increased clarity and understanding of key concepts
- Complex levels of dialogue and discussion



UNLOCKS COLLABORATION & BREAKTHROUGH THINKING  
SEEING WHAT IS SAID

HEIGHTEN THINKING LEVELS & COMPREHENSION

UNIQUE ADVANTAGE

INCREASES ENGAGEMENT & PARTICIPATION



ACTIVE LEARNING

Visuals engage, enhance and revitalize the learning experience.



VISUAL NOTES


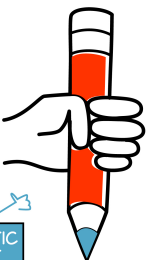

IMPROVES LEARNING UP TO 400%  
Pearson



# **VISUAL VOCABULARY**

FOR TEACHING BUSINESS





# VISUAL VOCABULARY

## FOR TEACHING BUSINESS

NO ARTISTIC TALENT REQUIRED

Unlock Creative Visual Thinking in your Business students.

Four basic categories to visualize data and information and convey your message in an effective, engaging way.

### DATA

Visual representations of quantitative data. All-purpose, mainly used for data overview.

- BAR CHARTS
- LINE CHARTS
- PIE CHARTS
- SCATTERPLOTS
- TABLES

### INFORMATION

Visual representation of data to amplify cognition. Data is mapped onto an image.

- CLUSTERS
- COBWEB
- CYCLE
- DATA MAP
- FLOW CHART
- TIME LINE

### CONCEPT

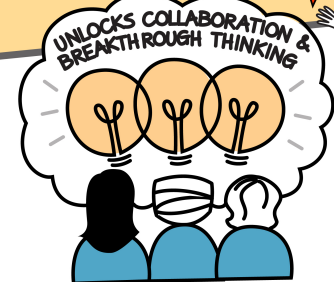
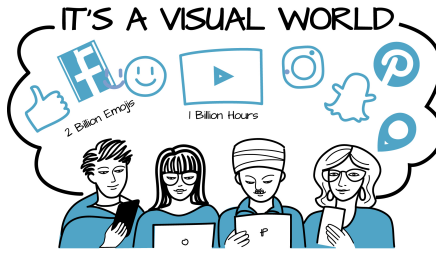
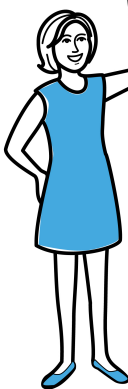
Methods to elaborate qualitative concepts, ideas, plans, and analyses.

- MIND MAP / CONCEPT MAP
- ARGUMENT SLIDE
- SQUARE OF OPPOSITION

### METAPHOR

Convey an insight about the information through key characteristics of a metaphor.

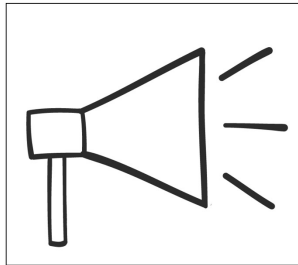
- FUNNEL
- ICEBERG
- TREE
- ROAD SIGNS
- BRIDGE
- JOURNEY
- MAP



# **VISUAL VOCABULARY**

FOR TEACHING BUSINESS

101 business icons  
that can be used in teaching and learning.



ADVOCACY



AGENDA



ANALYSIS



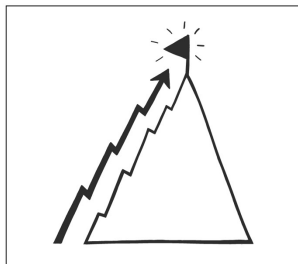
ASSETS



BRAND



BUSINESS



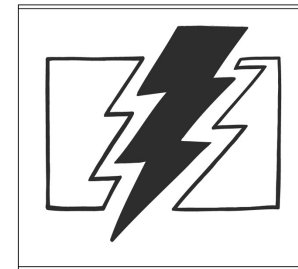
CHALLENGE



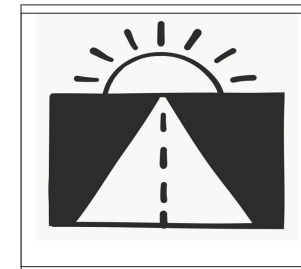
COLLABORATION



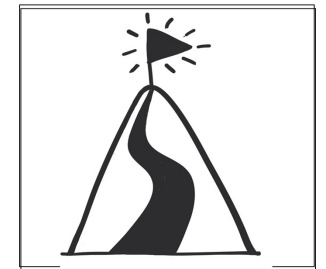
CONSUMER



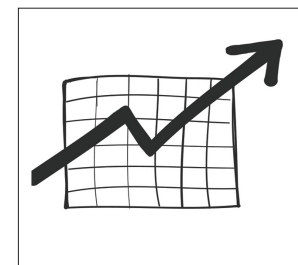
DISRUPTION



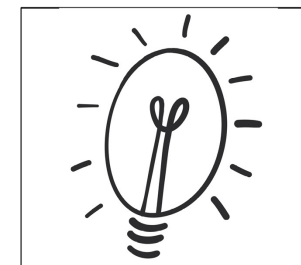
FUTURE



GOAL



GROWTH



IDEA



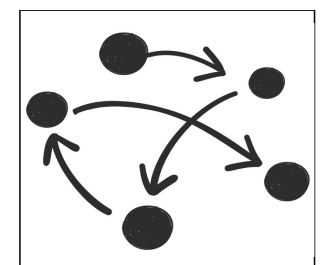
OUTCOME



LEADERSHIP



PROBLEM



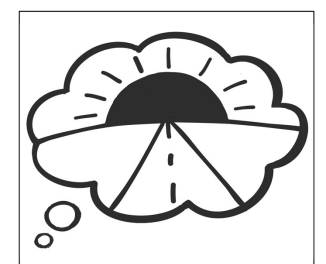
STRATEGY



TARGET AUDIENCE



TEAM



VISION



Christina Merkley

# The Power of Hand-drawn METAPHORS

- ✓ Convey information through key characteristics of a metaphor.
- ✓ Spark instant understanding and insight.
- ✓ Simplify complex abstract ideas.
- ✓ Universal language.





LEARNING OUTCOME → TO INCREASE COMFORT LEVELS WITH  
HAND-DRAWN VISUALS  
AMONG PSB FACULTY.

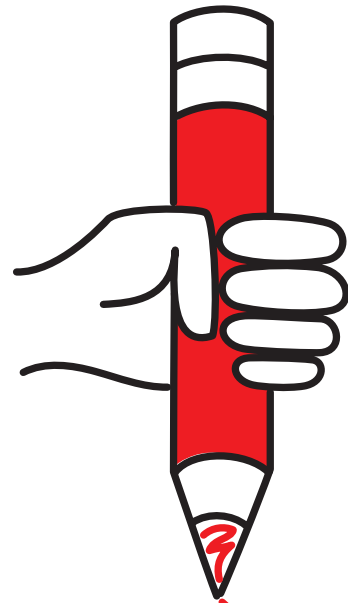
## WORKSHOP

① TEASER EMAIL → DRAW SOMETHING FUN!  
INTRO → WHY VISUALS ARE IMPORTANT IN  
TEACHING BUSINESS → VIDEO/ACTIVITY

② DOODLING & DRAWING → INTRO  
→ WHAT IS IT? (GRAPHIC FACILITATION)  
→ WE CAN ALL DO IT - NO TALENT NEEDED  
→ VISUAL VOCABULARY · 1 1 1 1 1 1 1 1  
- PRACTICE ACTIVITY □ ○ △ ☆ ☁  
→ 2X RECALL → ACTIVITY (individual) 🐟 🏠 🌳 🧑 🐟

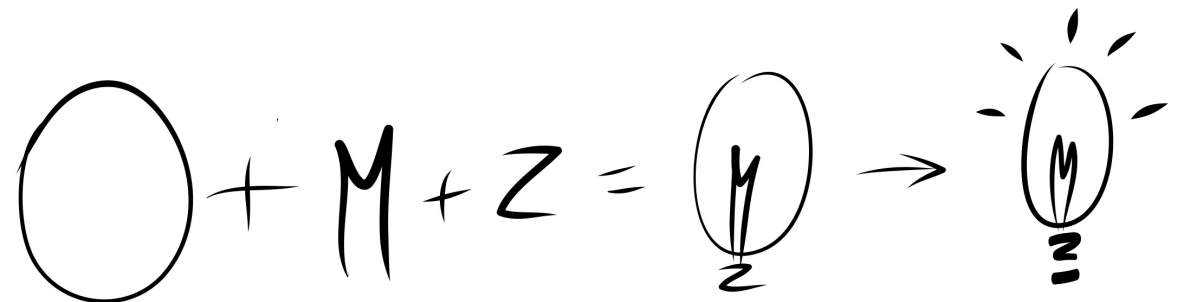
③ VIVID THINKING  
- Big Picture, Systems, Creative, Productive  
GF - Business Applications of doodling →  
- COLLABORATION → GROUP ACTIVITY → TEMPLATES

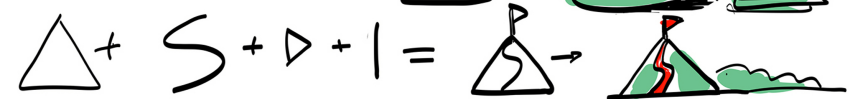
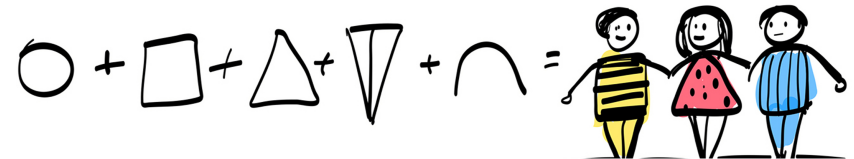
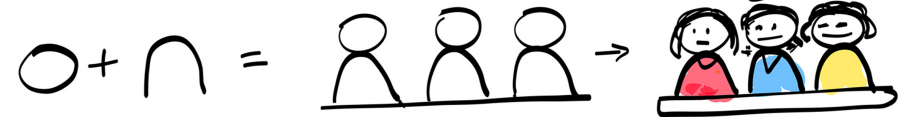
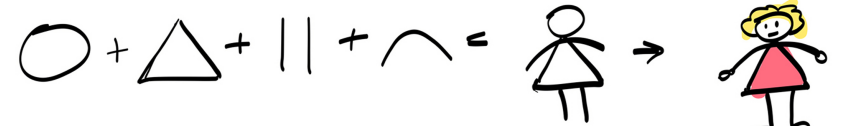
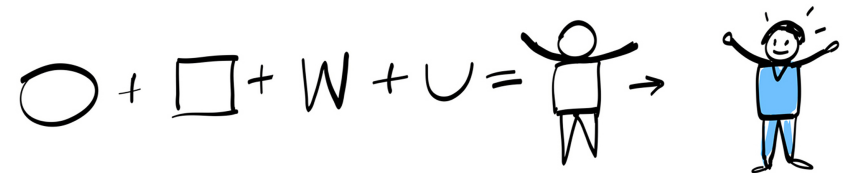
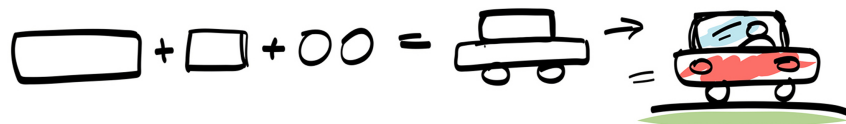
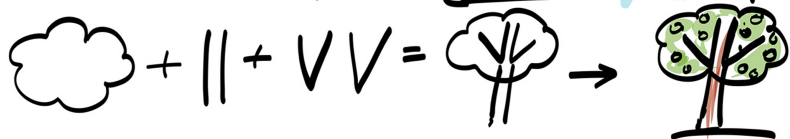
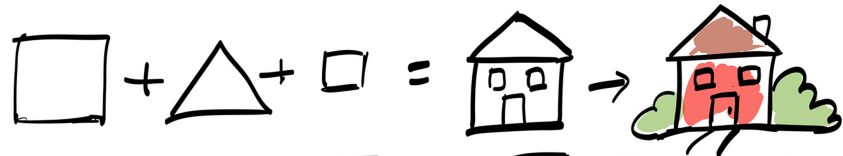
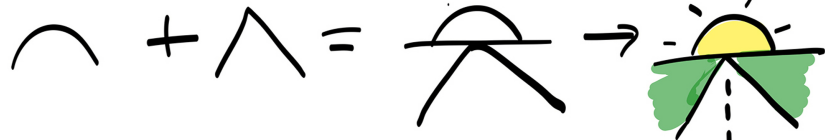
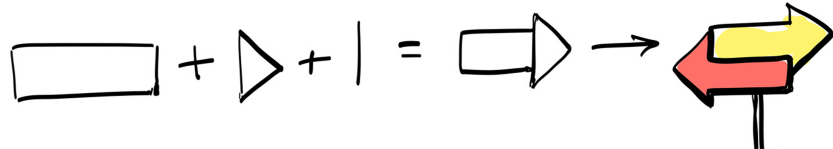
④ TEACHING WITH VISUALS  
→ TEMPLATES, → HANDOUTS  
→ NOTEBOOKS  
GF → LESSON PLAN DEMO



# FACULTY WORKSHOP

How to draw icons





# TEMPLATES



LEARNER-LED

**Individual learner created and controlled for individual use.**

- Note-taking
- Assignments

**Learner group created and controlled for group's use.**

- Learners create the outcome. Instructor can design the process.
- Mindmaps
  - Brainstorming

INSTRUCTOR-LED

**Visuals created and controlled by instructor for individual learner's use:**

- In-class activity templates
- Assignment templates
- Reflection
- Client/Speaker notes
- Explanation/Assignment critique

**Visuals created and controlled by instructor for group's use.**

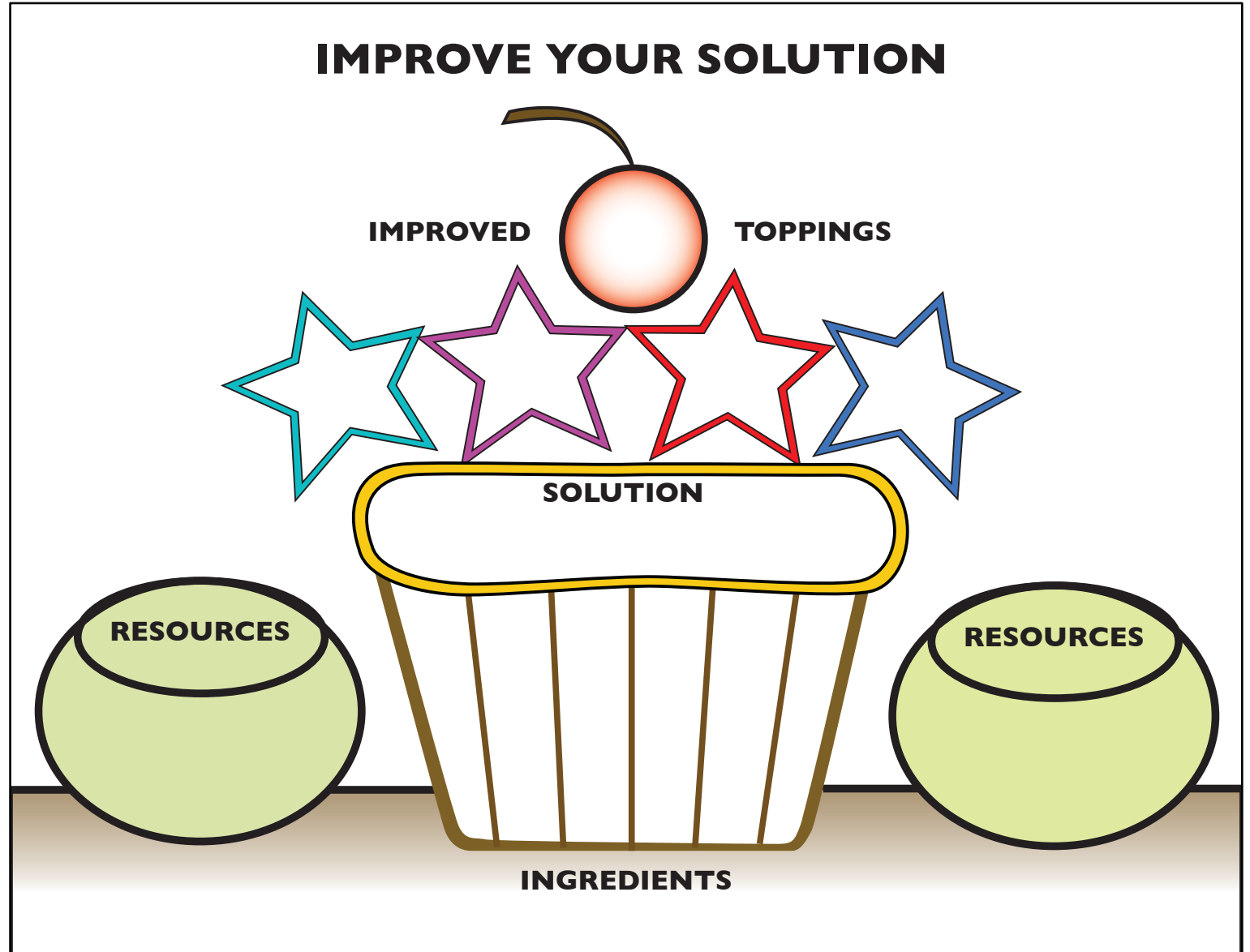
- Instructional / Explanatory visuals
- Visuals for use in Brainstorming/Ideation
- Capturing class conversation

**INDIVIDUALS**

**GROUPS**

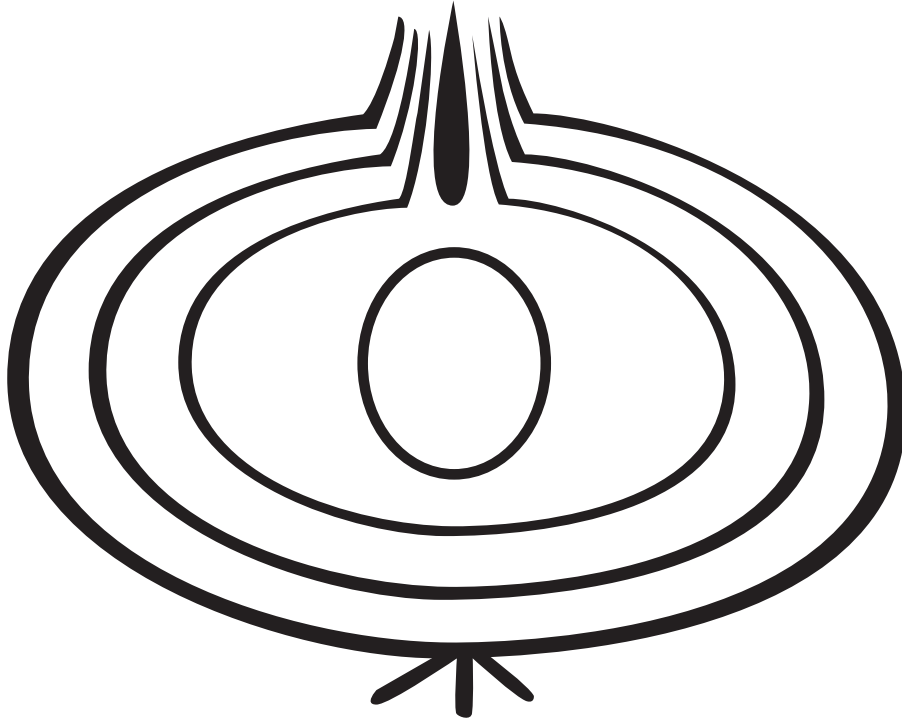
# Instructor-Led

- Individual or Group
- For use in brainstorming activities



Discover | Unpeel the Layers

**Dig deeper and uncover more facts about your challenge to bring more clarity.**

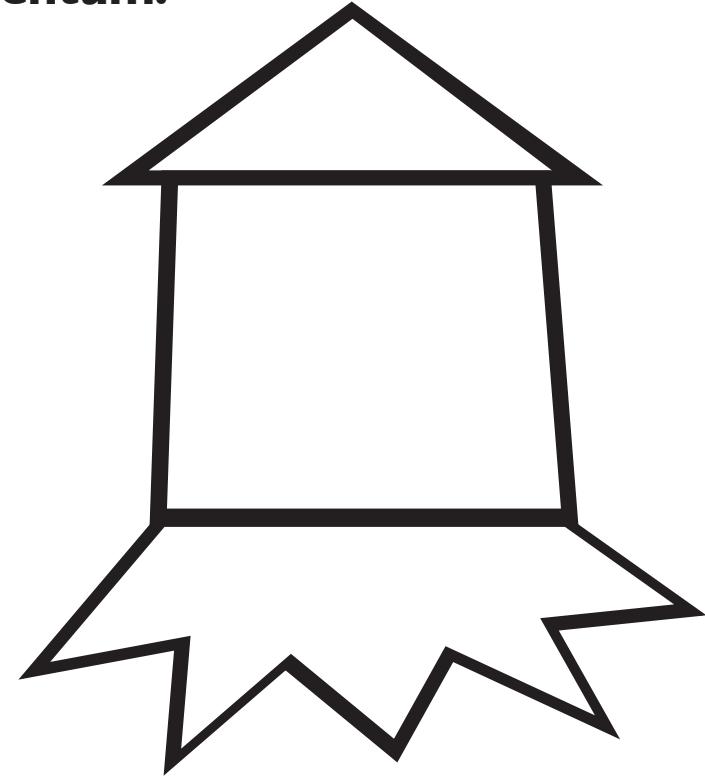


Draw 4 circles. Place your challenge in the center circle.

- In the second circle, write or draw 27 different facts or aspects of your challenge.

Deliver | Momentum

**Plan for the greatest impact by adding momentum.**

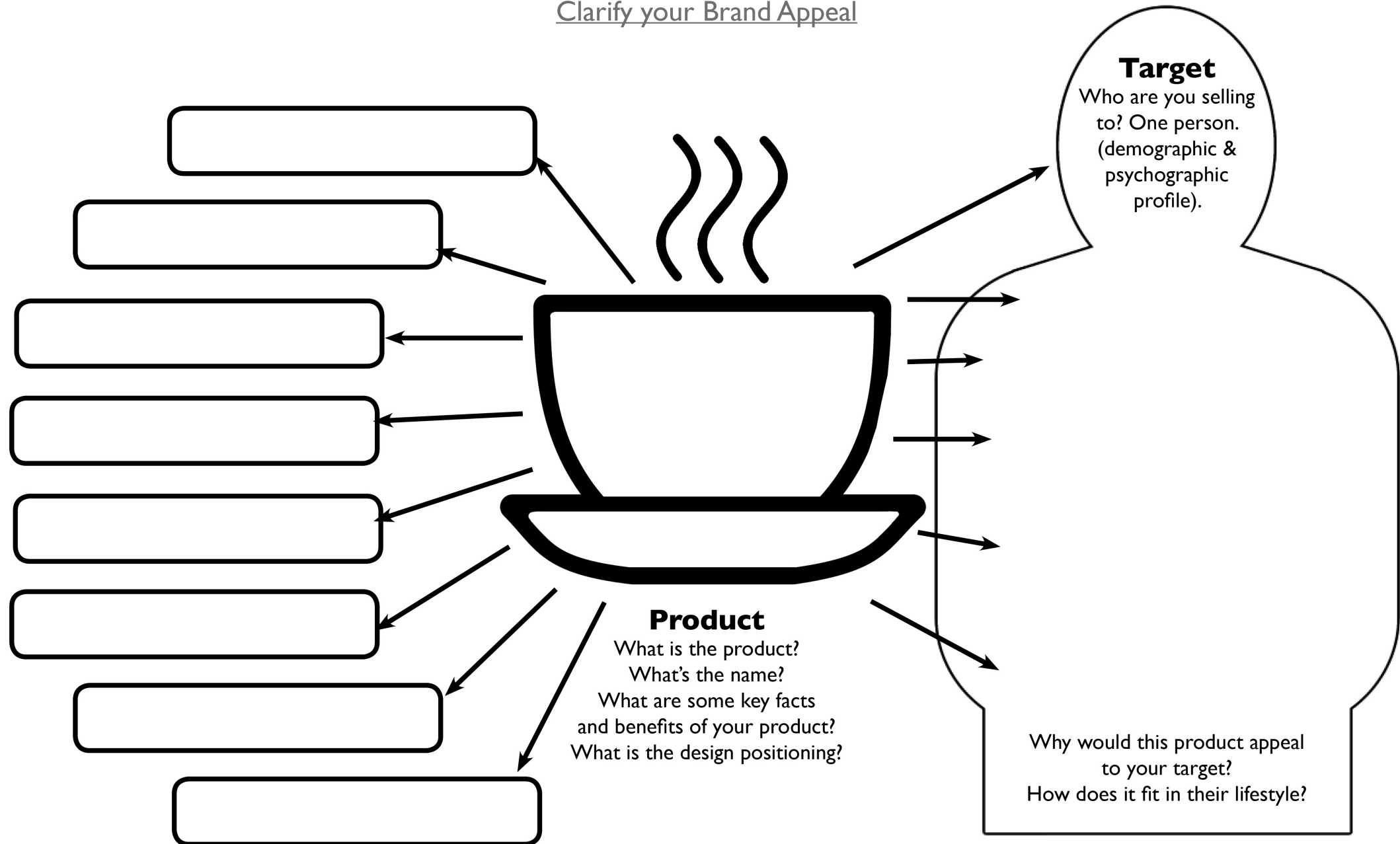


Draw a rocket using a triangle, square and starburst.

- Place the most important thing you need for your plan to work in the top triangle.

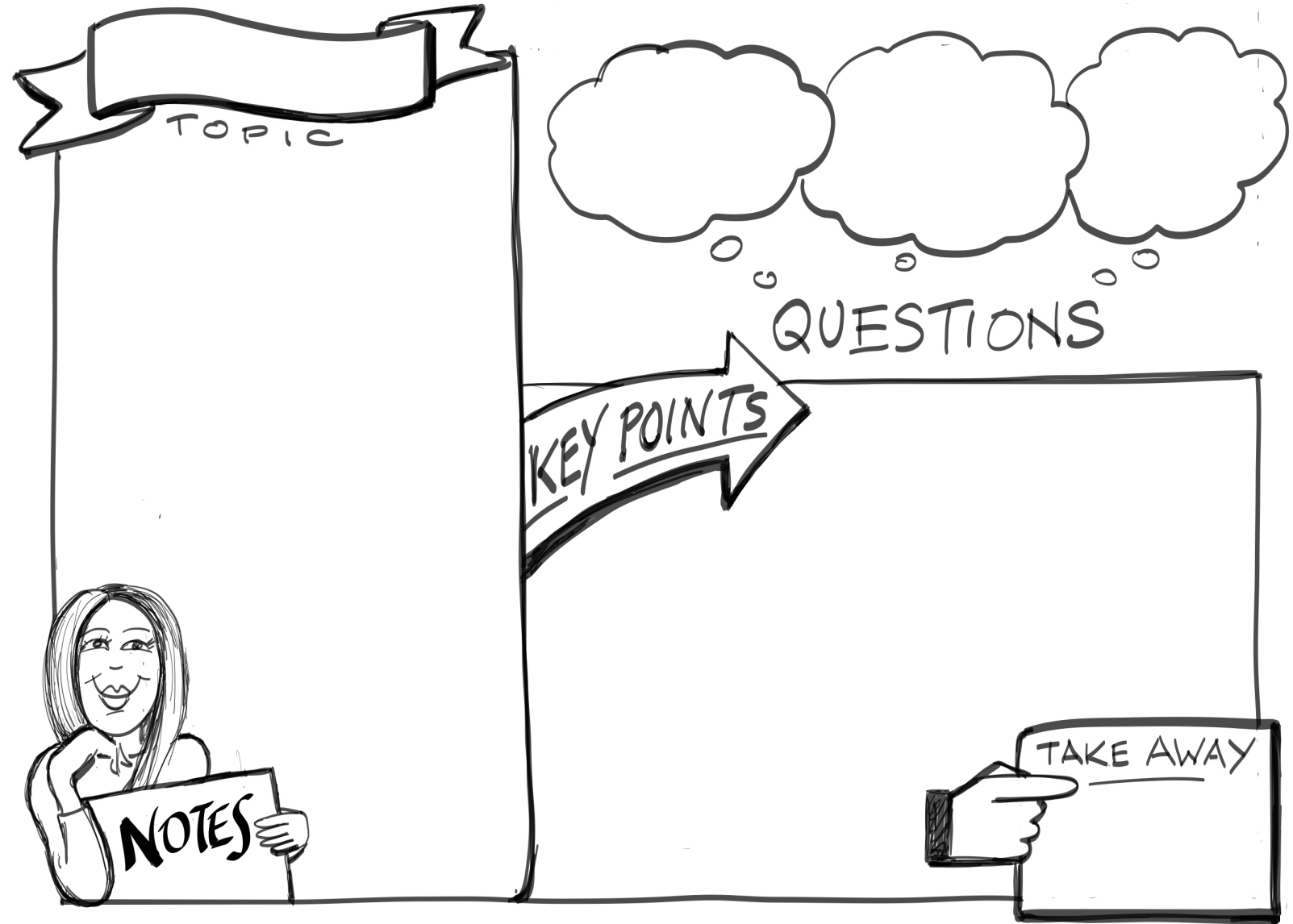


## Clarify your Brand Appeal



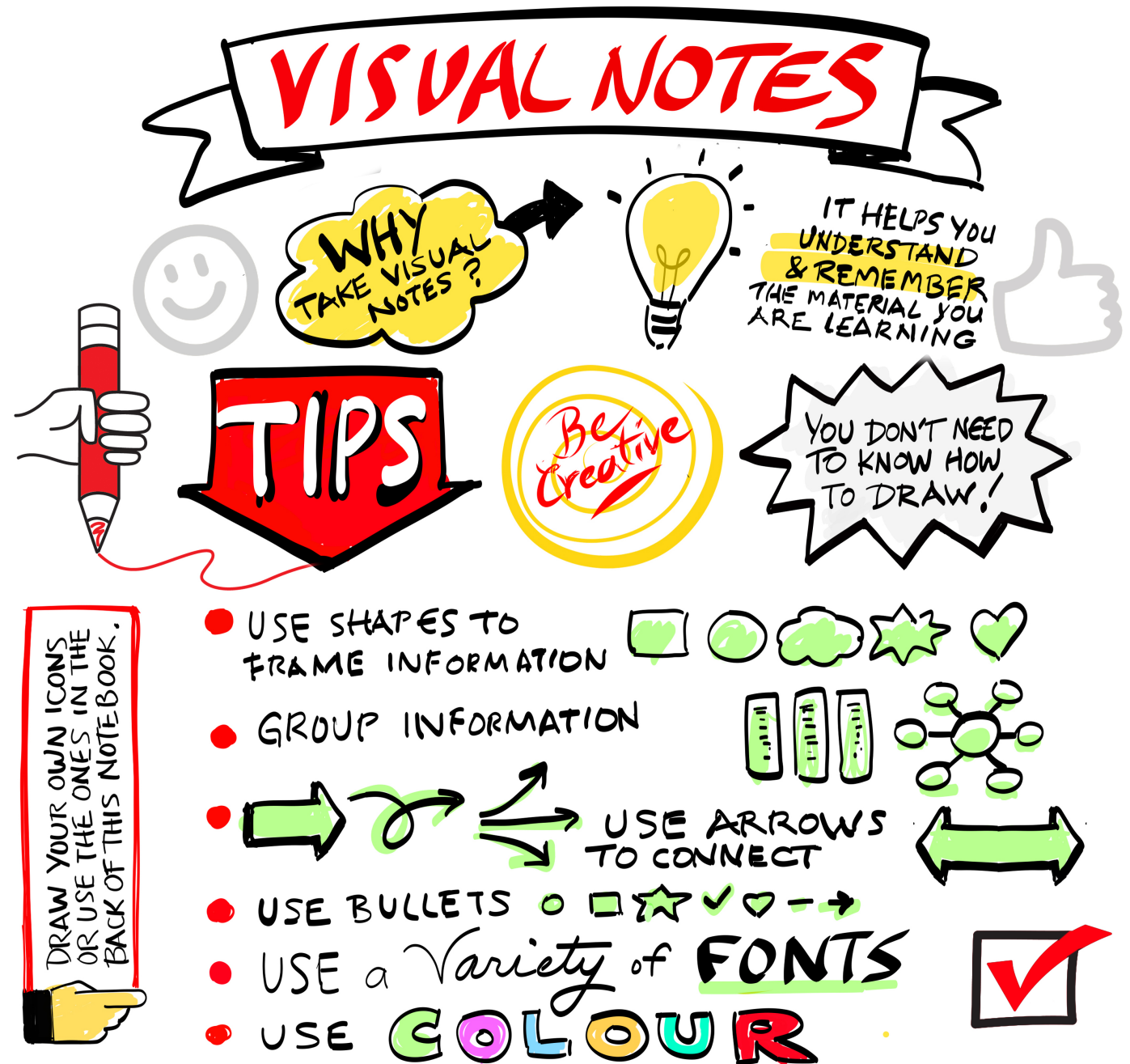
# Learner-Led

- ☒ Individual
- ☒ Note-taking



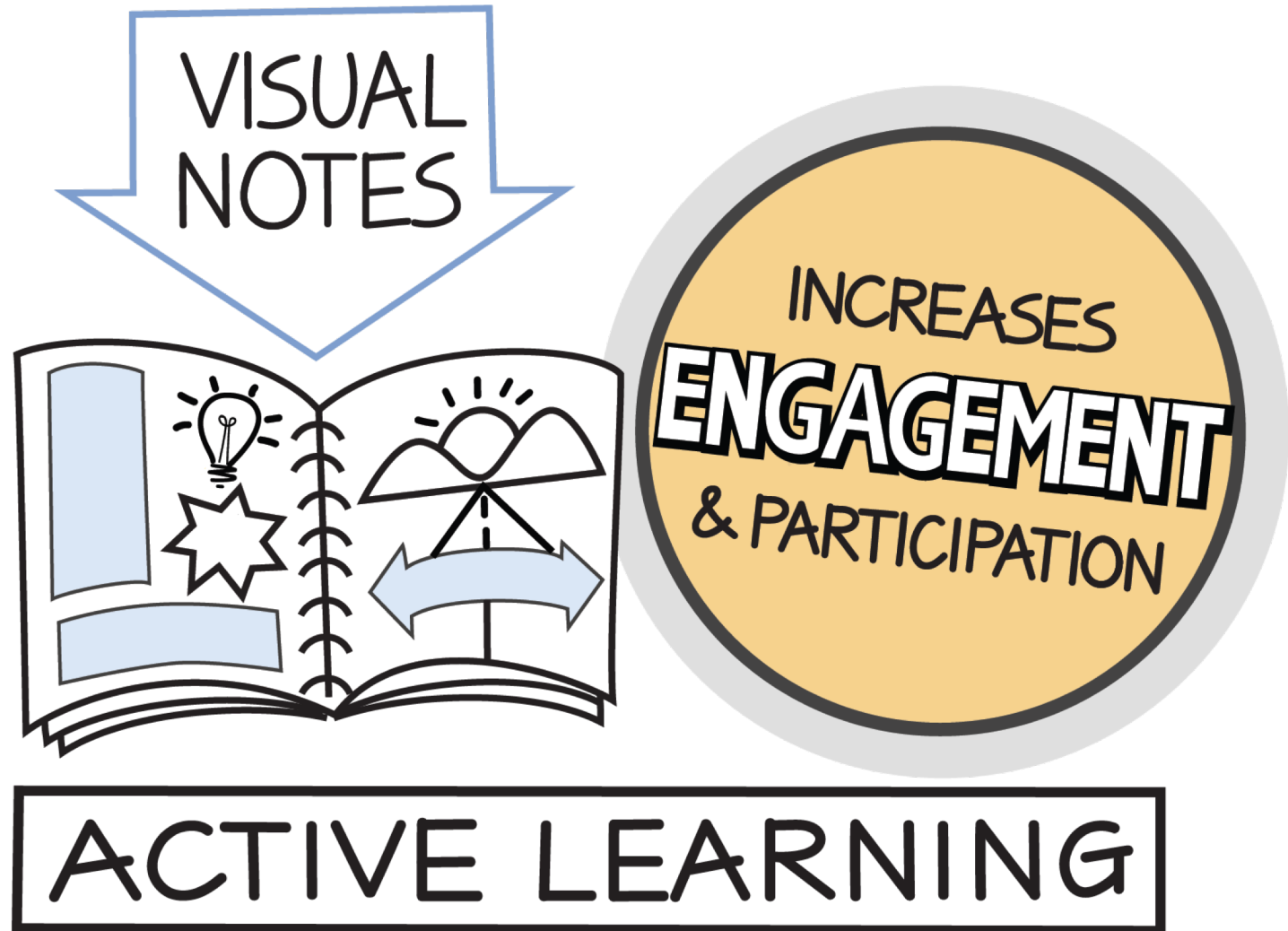
# Learner-Led

- ✓ Individual
- ✓ Note-taking
- ✓ Encourage learners to take creative notes while participating in the remote learning environment.



# Learner-Led

- ✓ Individual
- ✓ Note-taking
- ✓ Encourage learners to take creative notes while participating in the remote learning environment.
- ✓ Helps learners to organize information.



# REMOTE LEARNING

## ★ Online Whiteboards

Week 1: Intro to the course | 75:30

Iryna Molodecky

Iryna Molodecky

Renee Edw

Christina G

Caitlin Gree

PRESENTATIONS

Slide 28

100%

The screenshot shows a Zoom meeting in progress. At the top, the title bar indicates 'Week 1: Intro to the course' and a timer at '75:30'. A name bar at the top left shows 'Iryna Molodecky'. Below this is a video feed of Iryna Molodecky, a woman with glasses and a red shirt. The main area of the screen displays a presentation slide titled 'PRESENTATIONS' at the bottom left. The slide content is a whiteboard filled with colorful, hand-drawn sketches and text. The sketches include a blue circle with 'CG' inside, a purple square with a black 'A' inside, a green heart with 'N.A.' and a heart symbol, a blue heart with 'J.G.' and a heart symbol, a pink heart with 'AL' inside, and a blue heart with 'V.5' and a heart symbol. There are also various other lines, dots, and symbols in different colors. On the right side of the whiteboard, there is a small box with a heart and the text 'RA'. The bottom of the Zoom interface features a toolbar with icons for microphone, phone, video, and screen sharing.

# REMOTE LEARNING

- ★ Online Whiteboards
- ★ Digital drawing tools.
  - Adobe Draw
  - Sketchpad
  - iPad Pro
  - Wacom



# REMOTE LEARNING

- ★ Online Whiteboards
- ★ Digital drawing tools.
  - Adobe Draw
  - Sketchpad
  - iPad Pro
  - Wacom
- ★ Animated Explainer Videos





# NEXT STEPS

- ★ Complete and upload the Toolkit to Sheridan's SOURCE, our online scholarly database.
- ★ Follow-up study to determine effectiveness of the Visual Toolkit in our Business School.
- ★ Engage Sheridan Business faculty and students to participate in the Big Draw Festival (online or on campus)
- ★ Develop a course on Visual Literacy for Business.



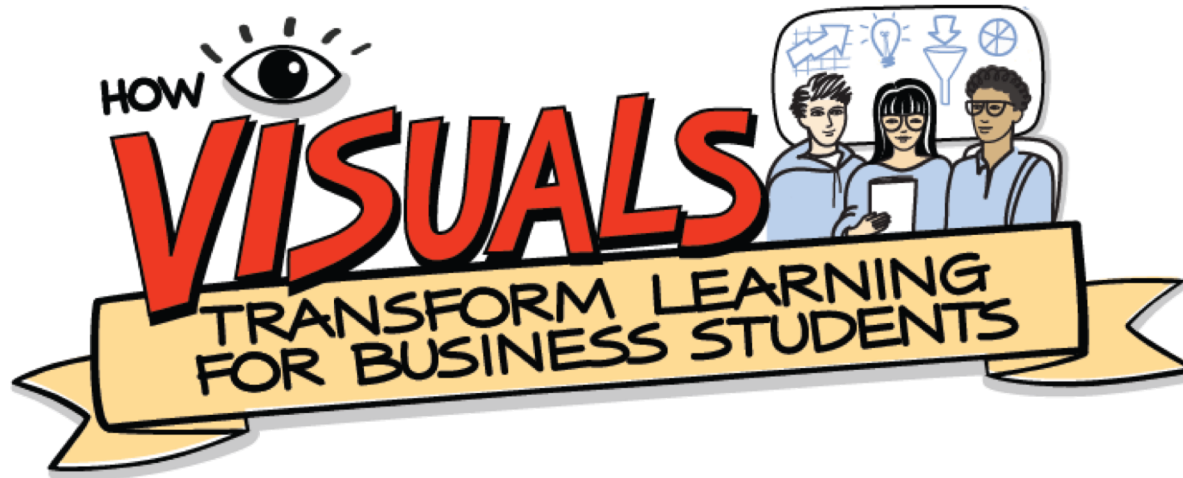


# CONCLUSION

Business students who are fluent in the language of visuals and can easily communicate with visuals:

- ☑ will have a unique competitive advantage in the business world of the future
- ☑ will be more engaged and empowered contributors, collaborators and co-creators, affecting positive change in the world.





Toolkit to be posted on Sheridan Source Database this fall.

[source.sheridancollege.ca](http://source.sheridancollege.ca)

Sheridan SOURCE | Scholarly Output  
Research  
Creative Excellence